

Message Text

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SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR BELGIUM FY 1979
GUIDANCE

REF: (A) BRUSSELS 03006; (B) STATE 44899; (C) STATE 000118
(D) BRUSSELS 19010; (E) BRUSSELS 03723

1. THE FOLLOWING ADDRESSES THE PRELIMINARY FY 1979 CCP
CONVEYED BY REFTELS A AND E IN RESPONSE TO REFTEL B. IT IS
INTENDED TO HELP THE MISSION DRAFT ITS CONTRIBUTIONS FOR
FY 1979 PURSUANT TO REFTEL C.

2. FACTORS IN BELGIUM/LUXEMBOURG'S ECONOMIC SITUATION
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WHICH AFFECT THE INITIATIVE THRUST OF THE '79 PROGRAM, WE
BELIEVE, ARE: (A) ON THE DOWN SIDE, CONTINUED SLUGGISH
GROWTH MARKED BY RATHER HIGH UNEMPLOYMENT, INFLATION IN
THE SEVEN TO EIGHT PERCENT RANGE, AN UNFAVORABLE BALANCE
OF TRADE AND INCREASED DOWNWARD PRESSURE ON THE BELGIAN
FRANC; (B) A GROWING AWARENESS OF THE NEED TO MODERNIZE
EXPORT INDUSTRIES AS A WAY OUT OF BELGIUM'S STAGFLATION;

AND A GENERAL MOVE BY INDUSTRY TO MODERNIZE OBSOLETE PLANT, WHICH IS TYPICAL IN MANY SECTORS OF THE ECONOMY, AND TO HOLD DOWN WAGE COSTS BY INSTALLING LABOR-SAVING EQUIPMENT.

3. THESE FACTORS MAY SUGGEST THAT WE SHOULD MAKE SPECIAL EFFORTS TO HELP U.S. FIRMS IN HIGH TECHNOLOGY AREAS OFFERING SIGNIFICANT COST SAVINGS TO BELGIAN/LUXEMBOURG INDUSTRY. MOST OF THE CAMPAIGNS AND SOME OSPE'S OUT-LINED IN REFTELS A AND E APPEAR TO OFFER AN OPTIMUM PROGRAM ADAPTABLE TO THE FOREGOING APPRAISAL. THE CAMPAIGN THEMES CORRESPOND WELL WITH THE BEST PROSPECTS REPORT PREPARED SINCE REFTEL A WAS SENT. BOTH ANALYSES WERE USED IN DEVELOPING AN FY'79 EVENT SCHEDULE FOR BELGIUM AND FOR THE PROPOSED NEW IMC IN PARIS WHICH WILL COVER THE BENELUX COUNTRIES, AND THEREFORE POST CAN EXPLOIT FOR CAMPAIGN PURPOSES SCHEDULED EVENTS IN EITHER FY'79 OR FY'80 MATCHING FIVE OF THE SEVEN CAMPAIGNS AND TWO OF THE OSPE'S. BASED ON REF D, WE ASSUME CAMPAIGN 4 WILL BE CHANGED TO WOODWORKING, WHICH IS ALSO LISTED IN LATEST BEST PROSPECT SUBMISSION AND FOR WHICH CATALOG SHOW IS PLANNED.

4. POST MAY WISH TO CONSIDER CHANGING CAMPAIGN 1 (FOOD PROCESSING AND PACKAGING) TO INCLUDE ALL PACKAGING EQUIPMENT SO THAT PROPER POST SUPPORT OF MACROPAK (IMC EVENT, MAY 1979, UTRECHT) MIGHT BE ENSURED.
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IT MIGHT ALSO CONSIDER DELETING CAMPAIGN 3, OR AT LEAST BUILDING EQUIPMENT WHICH IS ONLY LISTED AS AN ALTERNATE BEST PROSPECT AND FOR WHICH NO PROMOTIONAL EVENT IS PLANNED. IT MIGHT WISH TO ADD CAMPAIGNS FOR ELECTRONIC COMPONENTS AND EIPT EQUIPMENT, WHICH RANK SIXTH AND SEVENTH RESPECTIVELY IN BEST PROSPECTS REPORT, AND FOR WHICH IMC EVENT IS PLANNED FOR COMPOSANTS (PARIS, APRIL 1979) AND INTERELECTRONIC (BRUSSELS, NOVEMBER 1979). IT MIGHT ALSO INCLUDE AS EITHER A CAMPAIGN OR OSPE SECURITY EQUIPMENT, WHICH IS LISTED IN BEST PROSPECTS AND FOR WHICH IMC EVENT IS PLANNED AT SECURITY (UTRECHT, OCTOBER 1979).

5. IN SUPPORT OF OTHER PARIS IMC EVENTS OUTSIDE BELGIUM BUT NOT INCLUDED AS THEMES IN YOUR LATEST BEST PROSPECTS, POST MAY WISH TO CONSIDER OSPE ACTIVITIES INCORPORATING INDUSTRIAL ASSEMBLY EQUIPMENT AND FLUID POWER SYSTEMS (MECANALEM, PARIS, JUNE 1979) AND AGRIBUSINESS SYSTEMS (SIMA, PARIS, MARCH 1979) ALTERNATIVELY, THESE COULD BOTH COME UNDER A SEPARATE OSPE ACTIVITY ENTITLED QUOTE ASSISTANCE TO USTCS/IMCS IN EUROPE UNQUOTE.

6. AS HAS BEEN INFORMALLY DISCUSSED ON SVERAL OCCASIONS,
AMEMBASSIES BRUSSELS AND LUXEMBOURG MIGHT WISH TO
CONSIDER WAYS IN WHICH THE LATTER POST MIGHT BE ABLE TO
COORDINATE MORE FULLY WITH THE BELGIAN CCP.

7. WOULD WELCOME ANY QUESTIONS OR OBSERVATIONS REGARDING
FOREGOING SHOULD YOU FIND IT DESIRABLE TO DO SO PRIOR
TO SUBMITTING FINAL CCP DRAFT CONTRIBUTION. VANCE

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